**Claims:**

1. A detergent or cleaner shaped body comprising a viscoelastic phase, said phase comprising, based on its weight, 40 to 85% by weight of one or more alkylbenzenesulfonates and having a storage modulus of between 40,000 and 800,000 Pa.

2. The detergent or cleaner shaped body of claim 1, wherein the storage modulus of the viscoelastic phase is 50,000 to 750,000 Pa.

3. The detergent or cleaner shaped body of claim 2, wherein the storage modulus of the viscoelastic phase is 60,000 to 700,000 Pa.

4. The detergent or cleaner shaped body of claim 3, wherein the storage modulus of the viscoelastic phase is 70,000 to 650,000 Pa.

5. The detergent or cleaner shaped body of claim 4, wherein the storage modulus of the viscoelastic phase is 80,000 to 600,000 Pa.

6. The detergent or cleaner shaped body of claim 1, wherein the viscoelastic phase has a loss modulus having a value of no more than half the value of the storage modulus.

7. The detergent or cleaner shaped body of claim 6, wherein the viscoelastic phase has a loss modulus having a value of no more than one quarter the value of the storage modulus.

8. The detergent or cleaner shaped body of claim 1, wherein the viscoelastic phase has a phase shift in the range of 0° to 30°.

9. The detergent or cleaner shaped body of claim 1, wherein the viscoelastic phase has a phase shift in the range of 0° to 20°.

10. The detergent or cleaner shaped body of claim 1, wherein the viscoelastic phase has a phase shift in the range of 0° ≤ 17°.

11. The detergent or cleaner shaped body of claim 1, wherein the viscoelastic phase comprises, based on its weight, 40 to 95% of one or more surfactants.

12. The detergent or cleaner shaped body of claim 1, wherein the viscoelastic phase comprises, based on its weight, 50 to 82.5% by weight of one or more alkylbenzenesulfonates.

13. The detergent or cleaner shaped body of claim 12, wherein the viscoelastic phase comprises, based on its weight, 60 to 80% by weight, one or more alkylbenzenesulfonates.

14. The detergent or cleaner shaped body of claim 1, wherein the viscoelastic phase comprises, based on its weight, 0 to 20% by weight, preferably 0.5 to 15% by weight and in particular 1 to 10% by weight, of nonionic surfactant(s).

15. The detergent or cleaner shaped body of claim 1, further comprising at least one tableted phase that, based on its weight, comprises 10 to 80% by weight of one or more builders.

16. The detergent or cleaner shaped body of claim 1, wherein the at least one tableted phase comprises 20 to 75% by weight of one or more builders.

17. The detergent or cleaner shaped body of claim 1, wherein the at least one tableted phase comprises 30 to 70% by weight of one or more builders.

18. The detergent or cleaner shaped body of claim 1, further comprising two tableted phases each in the form of a layer, wherein the viscoelastic phase forms a the third layer between the tableted layers.

19. The detergent or cleaner shaped body of claim 15, wherein the at least one tableted phase, based on its weight, comprises less than 15% by weight of surfactants.

20. The detergent or cleaner shaped body of claim 19, wherein the at least one tableted phase, based on its weight, comprises less than 7% by weight of surfactants.

21. The detergent or cleaner shaped body of claim 20, wherein the at least one tableted phase, based on its weight, comprises less than 3% by weight of surfactants.

22. The detergent or cleaner shaped body of claim 21, wherein the at least one tableted phase comprises no surfactants.

23. The detergent or cleaner shaped body of claim 18, wherein the viscoelastic layer constitutes 0.1 to 0.6 times the total height of the remaining layers.

24. The detergent or cleaner shaped body of claim 23, wherein the viscoelastic layer constitutes 0.15 to 0.5 times the total height of the remaining layers.

25. The detergent or cleaner shaped body of claim 24, wherein the viscoelastic layer constitutes 0.2 to 0.4 times the total height of the remaining layers.